

February 4, 2004
Citizen Budget Forum
La Mirada Desert Center

City Planning and Code Enforcement Services

Comments on Highest Priority Programs

- Customer Service & Communications – Citizen involvement – listening to residents – empowerment.
- Code Enforcement – Downtown problems. No CC&Rs.
- Code Enforcement – Needs are not addressed by City.
- Code Enforcement – Enforcement protects investment, property value.
- Downtown Group / Economic Development - Importance of the re-vitalization of south Scottsdale
- Downtown Group - The Downtown Group is fighting inevitable economic deterioration caused by the movement of the city northward.
- Downtown Group - We need to focus on our efforts on better marketing downtown Scottsdale as a family destination. This is the star of Scottsdale – art, speciality shops.
- Downtown Group – Need to bring downtown together for the greater good.
- Economic Development - We need to develop and execute a business attraction marketing and communications plan to assist in revenue generation.
- Economic Development – Must be proactive – market and attract high tech businesses.
- Economic Development – Work with chamber. Create more partnerships.
- Economic Development – Make downtown stronger, more attractive.
- Preservation - Critical to our quality of life
- Preservation – City's major asset – our jewel - quality of life & economic well being.
- Preservation – Complete Preserve.
- Preservation – Historic Preservation is a deterrent.
- Preservation - #1 because it will make the city special. It's greatest asset!!!

Comments on Lowest Priority Programs

- Code Enforcement/ Housing Rehabilitation & ADA / Inspection & Land Survey Services - These are maintenance functions; important, but would not increase budgets, if possible.

Leisure, Cultural and Human Services

Comments on Highest Priority Programs

- Arts and Cultural Services – No. 1 priority
- Community Services Plan. & Admin / Trails & Equestrian Facilities – No. 2 priority
- Facilities Maintenance/Grounds & Landscape Maintenance/Medians and Right of Way – These three are far from sexy – they are, however, essential to maintain what has made Scottsdale unique – Fund the Fundamentals.
- Grounds & Landscape Maintenance/Medians & Right of Way – No. 3 priority
- Main Library/Branch Libraries/Library Planning & Administration – No. 4 priority
- WestWorld Operations – Important.

Comments on Lowest Priority Programs

- I don't know enough to evaluate the "least useful."
- None.

Public Safety Services

Comments on Highest Priority Programs

- Burglary & Theft Investigations - Improve response & recovery to burglary/theft occurrence
- City Facility & Workplace Security - I've seen tendency to violence in Kiva by citizens.
- General Fire Protection – Critical to city living.
- General Fire Protection - Overall good of community
- Photo Enforcement – Police presence is critical to safe city and feeling of safety for citizens

- Traffic Enforcement - Reduction of traffic violations/safety
- I like to give the police and fire department all the help they need to do the job properly.

Comments on Lowest Priority Programs

- Event Traffic Control – Least critical function in terms of criminal activity.
- False Alarm Reduction Program – Could be abandoned if needed.
- False Alarm Reduction Program – Tighten Ordinance vs. Public Education.
- Mounted Patrol – maintenance costs.
- Planning, Research & Accreditation – Would get done another way with different funds.
- Telephone Reporting Services – Increase field reporting via technology improvements.

In difficult economic times how would you prefer the City respond?

- B. - (Look for more revenue). - New Revenue sources need to be tapped (i.e. taxing professional service salons, legal, accounting, engineering, architects). Head tax.
- B. - Easy to spot areas that need aesthetic and functional improvements – to bring in more revenue.
- B. - We have to have the preserve.
- C. (Reduce budget and related services & Look for more revenue) - Nothing is so simple-budgets don't operate in vacuums! We will always add more services than we cut. Programs begin, flourish withers and then should be eliminated.
- C. - The budget should always be scrutinized to be absolutely certain it is as low as it possibly can be. Once that has been accomplished, rather than reducing or eliminating critical services, additional sources of revenue should be sought.
- C. - Need to look at all options. Look for cuts first.
- C. - There are always opportunities to achieve cost savings, however I believe that Scottsdale can tax its citizenry a little more in order to continue to provide the best of services that the city currently does.
- C. - We need good services and I am willing to pay for them.
- C. - Some services are more historical than they relevant today- e.g. those programs/services that are available competitively from the private sector. Those are most subject to cut – though with great pain!
- C. - In these economic times it is essential to balance essential services with those that are nice to have in better times, but we can do within 2004-05.
- C. - Prioritize
- C. - Reduce expenditures to corporations and businesses to locate here-e. g. giving millions to a Phoenix Cadillac dealer to relocate here, verses Phoenix giving millions to our Mercedes dealer to relocate there. \$15,000,000 of taxpayers money to two very profitable enterprises. WRONG! Increase revenue through user fees; building permits, etc.
- C. - There still may be room to cut budget without cutting programs or services. Budget needs to be lean & mean before cutting programs or raising revenues.
- C. - We need good services and I am willing to pay for them.

Where do you think the money should come from?

- All – Wherever you can them from.
- All - The one most appropriate for expense.
- Sales – Preserve essential. No added property tax. We fixed income people have enough trouble now.
- Sales/User – Easy to spot areas that need aesthetic and functional improvements – to bring in more revenue.
- Sales / Property - We can afford it.
- Sales/Property/User/Service/Other - Maintaining quality of life costs dollars.
- Property - Our property tax rate is very low and the city needs a consistent steady revenue stream. Sales tax revenues fluctuate with economy.

- Property/Use - Sales taxes are fast becoming a limited source for the city and will be more so in the future. Property taxes will have to be considered to maintain the quality of life for residents and to attract tourists.
- Service Charges / Other - Resources for public services/programs should be reflective of the economic strength of the city/region/country.
- Other - Possibly all of the above, the city needs to have balanced, equitable tax system.
- Other - Fund raisers, sponsors.
- Other – Head Tax
- Other - Raise the gas tax for roads.
- Other - Information age, digital values added tax.
- Other - Economic development as a revenue-generator.
- Other - Does not like naming rights – not on tops of buildings too (relating to multi-purpose building at WestWorld – “That’s just not Scottsdale.”
- As development nears end, we need to find alternative financing for programs or services to replace funding related to growth.
- Balanced, fair equitable tax base needed. Those receiving most benefit should pay more.

Cost Reductions

- Aviation - Morrison Institute doesn’t see it as necessary-sees as convenient for a few CEOs.
- Police - 2.8m saving. 5 day/8 hour work week vs. 4 day 10 hour work week.
- Police – 1.0m saving. 1 response to Burglar Alarms (false only)
- Police – 1.0m saving. Overtime control. What’s the overtime projection for the end of the year?
- Police – Sell the horses / pool the resources.
- Police – Any savings as it is related to technological advances?
- I don’t have enough specifics on the costs of various programs to recommend cost reductions.
- Use electronic versus paper when possible for mailings
- Just check them carefully.
- Cut down on “studies” that are expensive and - at times - not worthy.
- We’re the ones who suggested the recycling which pays for itself.
- Prioritize

Overall Comments

- Good effort-2nd session will be refined and better.
- Excellent forum, all that is lacking is the ability to look at dept proposed budget.
- You are all doing a great job! Thanks Debra (Baird)
- Community input is great. Hard to organize but will be more effective and efficient with practice.
- Great show!!
- Staff is great!
- Thank you so much for all the good work you are doing for us!! All of you!
- This is a lousy process – “helter-skelter” Good try, though. We appreciate being involved – but it’s far too complex an issue to be effectively dealt with in this way.